

S/S 12: BUBBLE LONDON

By Ellen Kirkhope & Claire Smith, WGSN, 23 June 2011

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WGSN highlights the key spring/summer 2012 kidswear trends from Bubble London

WGSN KEY TRENDS

- *Neutrals*
- *Ice-cream brights*
- *Tennis dress*
- *Summer shorts*
- *Braces*
- *Layered ruffles*
- *Metallic trims*
- *Smocking*
- *Vintage florals*
- *Wild animals*



Molo at Bubble London spring/summer 2012

Neutrals



Jessie and James at Bubble London spring/summer 2012



Pale Cloud at Bubble London spring/summer 2012



Aravore at Bubble London spring/summer 2012



Bouton at Bubble London spring/summer 2012



Unruly Blue at Bubble London spring/summer 2012



Hucklebones at Bubble London spring/summer 2012

- Washed neutral shades such as off-white, barely there vanilla, tea-stained and beige
- Delicate blouses, fine knits and pretty cotton dresses favour this palette
- Use tonally to create a pared back, sophisticated range

Ice-cream brights



Unruly Blue at Bubble London spring/summer 2012



I love gorgeous at Bubble London spring/summer 2012



Animal Tails at Bubble London spring/summer 2012



Kind Hearts at Bubble London spring/summer 2012



No Added Sugar at Bubble London spring/summer 2012



Maharishi at Bubble London spring/summer 2012

- An off-beat palette of mango, raspberry, strawberry and blueberry
- Use as a block-colour statement or as a highlight trim or panel
- Sheer layers create a new vibrancy

Tennis dresses



Aravore at Bubble London spring/summer 2012



Kind Hearts at Bubble London spring/summer 2012



No Added Sugar at Bubble London spring/summer 2012

- A key emerging silhouette for spring/summer 2012
- Variations come in lightweight cotton or jersey, or as a combination of the two fabrics
- Modernise with delicate wool or sporty metallic trims

Summer shorts



Bouton at Bubble London spring/summer 2012



I love gorgeous at Bubble London spring/summer 2012



Pale Cloud at Bubble London spring/summer 2012

- Smart, tailored silhouette or playful retro feel
- Patch pockets
- Embellish with embroidery or cuff detailing

Braces



Kind Hearts at Bubble London spring/summer 2012



Jessie and James at Bubble London spring/summer 2012



Unruly Blue at Bubble London spring/summer 2012

- Retro styling
- Button fastenings
- Self-fabric straps

Layered ruffles



Pale Cloud at Bubble London spring/summer 2012



Aravore at Bubble London spring/summer 2012



No Added Sugar at Bubble London spring/summer 2012

- Multiple tiny ruffles or large scale tiers
- Voluminous 3D effects
- Use all-over on skirts or dresses or more commercially as a detail on jersey tops

Metallic trims



I love gorgeous at Bubble London spring/summer 2012



Bouton at Bubble London spring/summer 2012



No Added Sugar at Bubble London spring/summer 2012

- Iridescent trims give a modern, ethereal feel
- Antique silver and summer gold
- Use as a trim or appliqué stripe

Smocking



Bouton at Bubble London spring/summer 2012



I love gorgeous at Bubble London spring/summer 2012



Green Baby at Bubble London spring/summer 2012

- Vintage inspiration
- Colour contrast thread
- Bodice panel focus

Vintage florals



Unruly Blue at Bubble London spring/summer 2012



I love gorgeous at Bubble London spring/summer 2012



No Added Sugar at Bubble London spring/summer 2012

- Be inspired by 1950s ditzy all-overs
- Works equally well for both girls' and boyswear
- Use a minimal, pretty colour palette to achieve the look

Wild animals



Emma Levine at Bubble London spring/summer 2012



Maharishi at Bubble London spring/summer 2012



Animal Tails at Bubble London spring/summer 2012

- Wild and tropical animal motifs adorn T-shirts and other jersey pieces
- Tropical birds, tigers and pandas create a truly global feel
- Add interest through sequin embellishment, embroidery or pattern fills and overlays